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INFORMATION REPORT

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25X1A

COUNTRY Uruguay/Argentina

SUBJECT Alerta, Pro-Argentine Propaganda Magazine
Published in Montevideo

PLACE 25X1A

PEARL
ACQUIRED

DATE OF INFO.

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1. Alerta, the pro-Argentine propaganda magazine which has not been printed since the publication of its September issue, was reactivated on 17 March 1950 with Luis Alberto Zeballos continuing in his position as editor of the magazine.
2. It was ascertained that Alerta has been organized for purely propaganda reasons by the Argentine government. The entire March printing was given to the Uruguayan news trade gratis. A thousand copies were printed at the Editorial Prometo, where former editions of the magazine had been published, for the sum of \$190 Uruguayan pesos. Alerta is sold locally for 30 centesimos Uruguayan, out of which the distributor receives 15 centesimos and the vendor retains the remainder.
3. Preparations are almost completed at the publishing house for the April edition of Alerta, with only the cover necessary to complete the issue. Zeballos has advised source that since the cover sheets for the magazine are printed by the Compania Publicitaria Clarin in Buenos Aires, he will personally transport them from Buenos Aires to Montevideo on his next visit to Argentina.

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CLASSIFICATION ~~SECRET~~

[illegible]

This document is hereby regraded to **CONFIDENTIAL** in accordance with the letter of 16 October 1978 from the Director of Central Intelligence to the Archivist of the United States.

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